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SHOW GIRL

SUTTER'S GOLD

# ROSES *from* & James

THE ROSES pictured in natural color and described in this folder have been carefully selected from thousands of varieties for superior performance in this section of California. The plants have been grown by outstanding specialists . . . the kind we are proud to offer our customers . . . the kind that will give you more satisfaction.

THE E. JAMES NURSERY  
8715 MacArthur Blvd. Oakland  
Open Sundays, Closed Thursdays SWetwood 8-4420

NEW YORKER

1951







# SIX FINEST ALL-AMERICAN SELECTIONS



FORTY-NINER



SAN FERNANDO



NOCTURNE

**FORTY-NINER.** (Plant Pat. 792.) The most brilliant bi-colored rose introduced in recent years. Outer side of the petals is rich chrome yellow, sometimes overlaid with pink, changing to straw yellow in the open blooms. Inside of petals is vivid oriental red, changing to cherry red with age. Long pointed buds and well-shaped flowers with mild fragrance. Plants vigorous; good clean foliage. All America selection for 1948. \$1.75.

**SAN FERNANDO.** (Plant Pat. 785.) All America selection for 1948. Scarlet buds open to many-petaled blooms of glowing currant red. Good dark leathery foliage; vigorous growth. Heavily perfumed. \$1.50.

**NOCTURNE.** (Plant Pat. 713.) Bright cardinal red with streamlined buds. Richly textured large petals in abundance; vigorous in growth, pleasantly fragrant. An All America rose for 1948. \$1.50.

**TAFFETA.** (Plant Pat. 716.) A rose of many colors on vigorous upright plants. Color varies with the seasons: rose-pink, salmon-pink or apricot, usually carmine-red in bud. Fragrant. All America selection for 1948. \$1.50.

**PEACE.** (Plant Pat. 591.) Called "the best new rose in a decade", and well deserves it. Yellow buds with cerise edges open to luscious flowers of alabaster-white edged pink. Beautiful foliage. All America winner in 1946. \$2.00.

**CHARLOTTE ARMSTRONG.** (Plant Pat. 455.) This gorgeous rose has won every major award for a new introduction. You will thrill to the sight of the carmine-red buds and the beautiful open blooms of rich cerise. Vigorous and productive, an ideal plant for cutflowers. \$1.50.



## ALL AMERICA COLLECTION

The roses pictured on these two pages have been selected for their outstanding performance in the rose gardens of our area. We recommend them as the six best of the All America introductions:

**All Six for \$8.50**  
(**\$9.75 Value**)

## Pictured on the Cover...

**NEW YORKER.** (Plant Pat. 823.) A really double red rose. Full buds open scarlet rose with rose-red undertone. Petals have a rich velvety sheen and do not turn blue under normal conditions. Vigorous growth, free-blooming and delicious fragrance. \$2.00.

**SHOW GIRL.** (Plant Pat. 646.) Long deep pink buds are ideal for cutting. The vigorous plants produce long stems, excellent foliage, and an abundant supply of flowers. \$1.50.

**SUTTER'S GOLD.** (Plant Pat. 885.) A fine new golden yellow rose, an All America selection for 1950. Exquisite long pointed buds are bright yellow, richly shaded orange and red. Open flowers are delightful in form and richly fragrant. A vigorous grower, generous with flowers. \$2.00.

## COVER COLLECTION

The three gorgeous roses pictured on the cover:

**NEW YORKER      SHOW GIRL**  
**SUTTER'S GOLD**  
**All Three: \$4.75**  
**(**\$5.50 Value**)**



TAFFETA



PEACE



CHARLOTTE ARMSTRONG

LITHOGRAPHED  
IN U.S.A.

SCHWABACHER FREY CO.  
SAN FRANCISCO

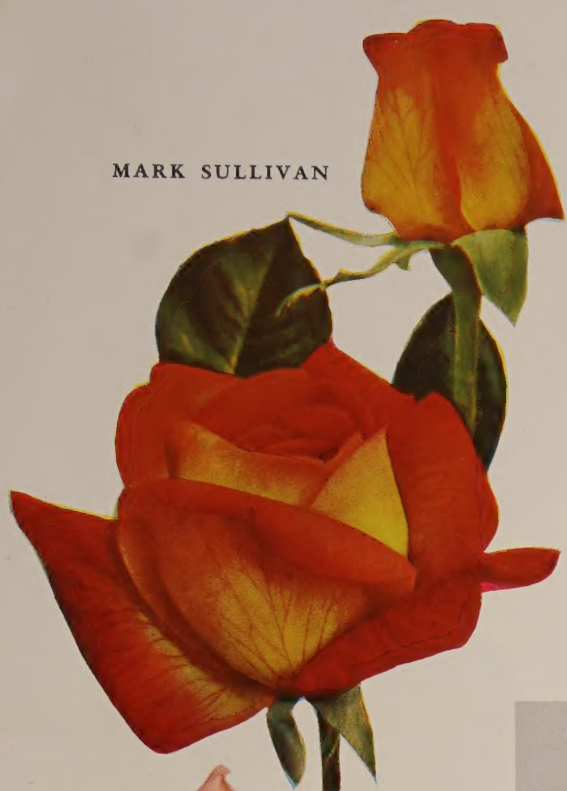
**ROSES PROVIDE BEAUTY... FRAGRANCE... AN ABUNDANCE OF CUT FLOWERS**







MARK SULLIVAN



CHRISTOPHER STONE



MRS. P. S. DUPONT



FRED EDMUNDS



## CALIFORNIA'S FAVORITE BUSH ROSES

**AUTUMN.** The beautiful flame tints of this rose suggested its name. The large ovoid buds open to fully double cup-shaped blooms of burnt-orange streaked with red. Foliage dark glossy green. You will like the free-blooming habit of this fine rose and its fragrance. \$1.25.

**CAPISTRANO.** (P.P.A.F.) An All America Rose selection for 1950. Large buds and flowers with rich fragrance. A deep shade of glowing rose pink. Exceptionally vigorous, good foliage. \$2.00.

**CHRISTOPHER STONE.** Vivid scarlet flowers are overlaid with velvety crimson. Delicious damask fragrance. \$1.25.

**ECLIPSE.** (Plant Pat. 172.) A dependable and beautiful yellow rose in all localities. Vigorous plants produce an almost continuous display of flowers. Good, clean foliage and sleek streamlined buds make Eclipse one of the most popular roses for cutting. \$1.35.

**ETOILE DE HOLLANDE.** A standard for comparison among red roses. Buds and flowers are rich bright red with a heavenly fragrance and unusual lasting quality. Has a strong upright habit of growth and good dark green, disease-resisting foliage. More blooms per season and more fully double than most red roses. \$1.25.

**FRED EDMUNDS.** (Plant Pat. 731.) An All America sectional winner for the Pacific Coast. Burnt-orange buds open to reddish-apricot blooms. Perfect foliage, vigorous. \$1.50.

**GRAND DUCHESS CHARLOTTE.** (Plant Pat. 774.) The chestnut buds are delightful in form. Rich tomato-red blooms open from the tapering buds. You will like the good size, fragrance and lasting qualities of this excellent rose. Strong bushy plants with long stems have an abundant supply of disease-resisting foliage. \$1.50.

**HINRICH GAEDE.** Well-formed rust-red buds open to double rose-pink blooms with brilliant orange tones. \$1.25.

**LOWELL THOMAS.** (Plant Pat. 595.) An All America yellow rose. Long, tightly furled golden-yellow buds open to many-petaled lighter yellow flowers. Clean foliage, free-flowering and vigorous. \$1.50.

**MARK SULLIVAN.** (Plant Pat. 599.) Brilliant large flowers of yellow flushed and veined with Tyrian rose. Fine glossy, leathery foliage; vigorous. \$1.50.

PICTURE



### California Favorites Collection

A splendid foundation for new rose gardens and highly recommended for any rose garden. Plant two or three collections for a generous supply of blooms all season. Pictured on this page:

CHRISTOPHER STONE HINRICH GAEDE PICTURE  
MRS. P. S. DUPONT PRESIDENT HERBERT HOOVER

All Five: \$4.95  
(\$6.25 Value)

**McGREDY'S IVORY.** Immense white blooms open from warm ivory buds. \$1.25.

**MISSION BELLS.** (P.P.A.F.) An All America Rose selection for 1950. Long pointed buds on long stems produced by a robust plant. Deep salmon pink passing to clear shrimp pink. Coppery-green foliage. \$2.00.

**MME. HENRI GUILLOT.** (Plant Pat. 337.) The favorite modern pink rose in gardens all over the West. Rich, satiny coral-orange and red blooms are delightful in the garden and for cutting. Thick glossy foliage clothes the vigorous plants from head to toe. Generous with flowers. \$1.50.

**MRS. E. P. THOM.** Not new, but one of the finest yellow roses for California gardens. Good clean foliage and vigorous habit. Long pointed buds unfold to rich canary-yellow flowers, generous in size and fragrant. Long stems are ideal for cutting. \$1.25.

**MRS. P. S. DUPONT.** Reddish-golden buds open to well-formed fragrant flowers of deep gold. \$1.25.

### Western Gardens Collection

Four roses of established merit and exceptional performance in Western Gardens:

GRAND DUCHESS CHARLOTTE ECLIPSE  
FRED EDMUNDS MME. HENRI GUILLOT

All Four: \$4.95  
(\$5.85 Value)

PRES. HERBERT HOOVER



SAN LUIS REY



MME. HENRI GUILLOT

GRAND DUCHESS CHARLOTTE

### Quantity Rates

Twelve roses or more (not to include collections) take a quantity discount of 10% from catalog prices. Our roses are postpaid in California. Add sales tax.

HINRICH GAEDE



AUTUMN

### Cluster Flowered Roses

These include the Floribunda roses, combining the large flowers and desirable foliage of the hybrid teas with the generous clusters of blooms of the polyanthas.

**CECILE BRUNNER.** Prized for its dainty pink buds and tiny open flowers. \$1.25.

**FASHION.** (Plant Pat. 789.) An All America Rose selection for 1950. Fashion features an entirely new color in Floribundas. Bright coral-peach buds open to coral blooms suffused with gold, showing yellow stamens. Petals are waved, flowers large—to 3½ inches. Vigorous plants are clothed with glossy foliage. Fine old rose fragrance. \$2.00.

**GOLDLOCKS.** (Plant Pat. 672.) Rich golden yellow buds and flowers. Vigorous compact growth. \$1.50.

**PINOCCHIO.** (Plant Pat. 484.) Rich salmon buds are flushed gold at base; open flowers change to soft pink. \$1.25.

**SNOWBIRD.** Covered with white flower clusters during most of the season. Not a true Floribunda but similar in flower and growth habit. \$1.25.



FASHION



ECLIPSE



CAPISTRANO



ROSES PROVIDE BEAUTY... FRAGRANCE... AN ABUNDANCE OF CUT FLOWERS



**E. JAMES NURSERY**  
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CLG. ETOILE DE HOLLANDE

## TREE ROSES

### For Garden Character

#### Autumn

Charlotte Armstrong • Capistrano

Eclipse • Etoile de Hollande

Forty-Niner

Mark Sullivan • Mission Bells

Mme. Henri Guillot • Mrs. P. S. Dupont

Peace • Picture • San Fernando

Sutter's Gold • Taffeta

\$5.00 each

## & James'

### CLIMBING ROSES

**BLAZE.** A brilliant red rose similar to Paul's Scarlet but blooms more consistently through the season. Good foliage and vigorous growth. \$1.25.

**CECILE BRUNNER.** Dainty pink buds and flowers borne all through the season. \$1.25.

**CECILE BRUNNER YELLOW.** Tiny yellow buds and graceful miniature blooms in clusters. \$1.25.

**ETOILE DE HOLLANDE.** Flowers as gorgeous as the bush rose form, and more of them. \$1.25.

**HIGH NOON.** (Plant Pat. 704.) Intense clear yellow "pillar" rose of perfect form. Free blooming. All America Selection for 1948. \$1.75.

**MERMAID.** An exceptionally vigorous climbing rose requiring little care, once established. Ideal for banks and slopes or any other situation demanding rapid cover. Colorful yellow flowers in clusters. 1.25.

**MME. HENRI GUILLOT.** (Plant Pat. 788.) Orange red buds open to rich pink blooms with a sunset glow. \$1.50.

**MRS. E. P. THOM.** Perfect buds of rich yellow followed by large open blooms on long stems. 1.25.

**PEACE.** (Plant Pat. 932.) Now you can have this "best new rose in a decade" as a climber. Yellow, white and pink flowers, beautiful foliage, strong growth. \$2.00.

**PICTURE.** (Plant Pat. 524.) Climbing type of the most popular true pink rose. \$1.50.

**PRESIDENT HOOVER.** Rampant climber, apricot and rose-red flowers. \$1.25.

**PAUL'S SCARLET CLIMBER.** Generous clusters of vivid scarlet flowers maintain its everlasting popularity. \$1.25.

**TALISMAN.** Blend of gold, apricot, pink and carmine; a dazzling and eye-filling climber. \$1.25.



FIGURE 1



FIGURE 2



FIGURE 3

## SIMPLE RULES FOR SUCCESS WITH ROSES

**PLANTING.** Unwrap the roses soon as received. If the roots are dry, plunge entire plant in a bucket of water overnight. If moist, dampen packing material and carefully rewrap. Keep moist and cool until planting time. While digging holes to receive the roses, keep them in a bucket of water (Fig. 1). Dig spacious holes, mounding soil in center. Place the roots over the mound and set the bud union at ground level (Fig. 1), and fill in with top-soil (Fig. 2). Soak with a slow stream of water and fill in with additional soil as required.

Construct a ridge around the plants for future irrigation.

**PRUNING.** Figures 1 & 2 show a rose correctly pruned at time of planting. Note that cuts are made just above an *outside* bud. Figure 3 shows a rose after one season's growth. Shaded portions indicate parts of plants to be removed. Keep the plants open in the center. Don't prune too early; January is a good time.

**SPRAYING.** A good, all-purpose spray for roses consists of a combination pyrethrum-rotenone insecticide (containing a light oil for

spreading) and a fungicide containing copper. This combination controls aphid and mildew, the rose's worst enemies. Begin spraying in early spring and repeat each week as long as necessary.

**FERTILIZING.** Use a balanced commercial fertilizer, about one heaping trowelful applied in the basin around the plant. Soak soil first, then apply fertilizer, then soak again. Begin fertilizing in late spring and repeat monthly until September. A mulch of well-rotted manure in the dormant season is good. Don't spade near roses; this disturbs shallow roots.